

State Library of North Carolina

UPDATE

August 2000

Libraries: *The Very Best Place to Start!*

And you thought it all ended in April!

North Carolina's libraries are *The very best place to start!* After a successful statewide publicity launch this spring, the three-year effort is moving into its second year with a rich array of activities planned as we continue the effort to make libraries "top of mind." The other goals of this project are to respond to the library community's ongoing request for "PR and marketing" as well as to strengthen the public relations and marketing skills and knowledge of library staff state-wide.

In 1998-99, the State Library and its partners conducted opinion research, developed the positioning, and began the creative design process for a statewide campaign. In 1999-2000, *The very best place to start!* was an enormous success. Here are a few things the project accomplished:

- developed a campaign toolkit to serve as an ongoing resource;
- enrolled more than 1400 school and public libraries in the campaign;
- produced and distributed print and broadcast ads to all the state's media outlets;
- held a "launch" press conference and distributed a video news release (VNR) to media outlets statewide;
- resulted in the participation of nearly 160,000 children in the "Start Me Up" game; and
- provided intensive media training for more than 50 library managers.

Number of inches deep the more than 156,000 entry cards from the kickoff campaign's game covered in the State Library's basement:

4

So, what's on tap for 2000-2001? Here's a peek at upcoming activities that the State Library will implement through its partnership with the North Carolina Library Association and Capital Strategies:

- additional print and broadcast ad copies will soon be distributed with tips for how to enlist your local newspapers and television stations in running them as Public Service Announcements (PSAs);

The State Library Thanks You!

The State Library staff wants to express its appreciation to the public library directors. With their help and support, the State Library's budget in the General Assembly fared better than it has had in at least a decade. There were no reductions to the State Library's operating funds. Even better news was a recurring appropriation of \$89,604 to pay the ongoing cost of outsourcing the Library for the Blind and Physically Handicapped's new Keystone Automated Library System.

- selection of 4 counties (or multicounty regions) to serve as "pilots" for further implementation of the campaign's intensive training and technical assistance;
- additional workshops to help libraries incorporate the campaign themes in every aspect of their services;
- creation of a special Internet portal for children's resources—with the public launch scheduled to coincide with the opening of the 2001-2002 school year—along with workshops to help library staff become more familiar with kids' resources, including the Department of Public Instruction's special web site NC WISE OWL;
- a regular newsletter to communicate with participating libraries about campaign activities; and
- fundraising efforts to buy media time to expand the ad campaign.

Timothy Owens and Ron Jones are the State Library consultants working with this project.



The very
best place
to start.

State Aid to Libraries

The General Assembly has provided financial support for North Carolina's public libraries since 1941, beginning with an original appropriation of \$100,000. In the State's FY2000-2001 budget, state aid to libraries received an increase of \$500,000 in non-recurring funds, from \$14.9 to \$15.4 million. Today, 76 library systems serving all 100 counties receive state aid—51 single-county libraries, 15 regional libraries serving 49 counties, and 10 municipal libraries.

The first quarterly state aid checks were mailed in July. Each library's total 2000-2001 award will be announced once all pending Maintenance of Effort issues are resolved.

Anne Marie Elkins is the State Library Consultant working with state aid.

Gates Foundation Grants

The *Bill & Melinda Gates Foundation* is working to connect public libraries throughout the nation to the Internet as one strategy for closing the digital divide. The program, which specifically targets public library buildings serving communities with a poverty rate of at least ten percent, provides:

- hardware and software
- technology training
- technical assistance

North Carolina is the first state to be implemented in Year Three of the program. Activities began in August with grant writing workshops. "Gates grants" will enable 70 public library systems in the state to purchase more than 1300 computer workstations. In addition, the Gates Foundation will install training labs in 20 North Carolina public libraries.

The State Library of North Carolina is coordinating the application process and training lab implementation, while assisting local libraries with the related connectivity issues.

Grant Pair is the State Library Consultant working with this project.

*Dollars the Gates Foundation will be awarding to North Carolina libraries: **\$2-3 million***

netLibrary and NC LIVE

On behalf of NC LIVE, the State Library recently purchased 10,690 electronic books (ebooks) from netLibrary, in conjunction with SOLINET. The collection will be available in September, and is shared among NC LIVE, GALILEO (Georgia), and other participating SOLINET libraries. Among the titles in the collection are several thousand classics digitized by Project Gutenberg, as well as reference works and research monographs from scholarly and commercial presses. Because of the "research and reference" nature of most of the works, they will be available for two-hour loan periods. The purchase was made possible by a \$290,000 balance of unexpended LSTA funds.

In other NC LIVE news:

- NC LIVE will negotiate a one-year extension in current licenses while the 3 publicly funded COIs seek additional state funding.
- NC LIVE has added the full text of the *News &*

Observer and *Charlotte Observer* newspapers to its collection, through Gale Publications' InfoTrac.

- A new, more powerful interface to all the FirstSearch databases has just been installed.
- Additional classes in NC LIVE Basics, Business Resources, and Medical and Health Sciences Resources will be offered in the coming year to help library staff make effective use of NC LIVE resources.
- The first-ever NC LIVE Users Conference is being planned for the fall of 2001, in conjunction with the NCLA Conference.

Julie Blume Nye and Ralph Kaplan are the State Library contacts for NC LIVE.

*Total number of users accessing NC LIVE in past 6 months: **559264***

Access to Special Collections

The State Library is working with a coalition of cultural organizations to provide greater access to the unique materials held by the State's libraries, archives, museums, and historical societies. To accomplish this goal, the State Library is:

- Coordinating the creation of a system of standards and practices for digitization and web access.
- Developing teaching tools that demonstrate these standards and practices.
- Creating a web portal to present the special materials to the public.
- Beginning what is thought to be the most comprehensive statewide survey of cultural repositories ever attempted in the United States.

Kevin Cherry is the State Library Consultant coordinating this project.

Number of BBQ joints passed in only one short leg of the survey's journey, which has an identified 537 potential partners so far:

11

Public Library Statistics

The State Library will be purchasing a statewide license for Bibliostat, a Web-based, data-collection software package already used by public libraries in several other states. Once the data collection program has been tailored to North Carolina's public library statistics, training will be offered for library staff. The end result of this project will be an improvement in the timeliness and quality of data reported by North Carolina public libraries and an increase in the usefulness of that data. The State Library plans to use the Bibliostat software in 2001-2002 to gather public library statistics.

Assistant State Librarian Robert Burgin is coordinating this project.

*Number of individual public library statistics gathered by the State Library in 1999-2000: **6764***

LSTA Grant Programs for 2000-2001

Library Services and Technology Act (LSTA) grants awarded directly to North Carolina's libraries are an important means to achieve the goals and objectives of our state's LSTA Plan. Current grant programs help public libraries obtain adequate equipment and connectivity to ensure effective library user access to the Internet and NC LIVE, prepare for and implement integrated library automated systems that meet minimum standards, pay for expert assistance with specific planning activities, and build community partnerships to address the needs of children and teens.

- In July and August, the State Library announced awards of 214 LSTA grants to public, academic, and school libraries.
- The 2000-2001 awards covered nine categories and totaled \$2,179,864.

Penny Hornsby is the State Library Consultant coordinating LSTA grant programs.

Hours each reviewer spent reading and evaluating grant applications for 2000-2001: 93

Powerful Partners Collaboration Workshops

The State Library's Powerful Partners project seeks to help librarians develop skills to increase their power and influence in their communities. Participation in the project's workshop will:

- Stimulate you to think outside the box & look at things differently.
- Empower you to recognize your ability to influence decisions.
- Inspire you to pursue your role in library leadership.
- Position you to develop powerful partnerships in the community.
- Support your efforts to provide quality service to North Carolina's youth.
- Prepare you for the special grants and workshops that will fund model collaboration projects.

Participants in the workshop will also learn about the Powerful Partners grant program that the State Library will offer in 2001-2002 to help develop collaborative community projects. Workshop announcements and registration forms were mailed to all public and school libraries on August 14th.

Ron Jones is the State Library Consultant coordinating this project.

Number of dollars awarded for 13 Powerful Partner Grants this year: \$344,824

2001 Summer Reading Program

You maybe think it just ended, but it's time to start thinking Summer Reading all over again. The theme for the 2001 Statewide Summer Reading Program is

"Books for Seekers and Dreamers...at the Library."

North Carolina native James Ransome, an award-winning children's illustrator, provided the original art work. Preview

copies of the materials are available at: <<http://statelibrary.dcr.state.nc.us/ld/youth/sumart01.htm>>

The 2001 Summer Reading Program workshops will be held:

- Monday, November 13th in Raleigh, at the Wake County Commons Building.
- Tuesday, November 14th in Hickory, at the Arts and Science Center next to the Patrick Beaver Memorial Library.

Ron Jones is the State Library Consultant coordinating this project.

Number of reading logs distributed to Summer Reading Program participants statewide, 1999-2000: 112,741

Public Library Quiz Bowl 2000-2001

The dates have been set for the 2000-2001 Public Library Quiz Bowl Competitions. Local competitions may be held between December 4, 2000 and February 10, 2001. The District Competitions will be held on Saturday, March 17, 2001. The State Finals Competition will be held at UNC-TV in the Research Triangle Park on Saturday, April 21, 2001. Quiz Bowl Workshops will be held on:

- Wednesday, October 18th at the Patrick Beaver Memorial Library in Hickory.
- Thursday, October 19th at the Durham Public Library.

The workshops will begin at 10:00 a.m. and last until 1:00 p.m. All public library Quiz Bowl Coordinators and their school Quiz Bowl Coaches are encouraged to attend.

Ron Jones is the State Library Consultant coordinating this project.

Other Youth Services Projects

- A mailing will go out the week of August 21st to all public libraries and to the directors with important information about youth services activities and events for the up-coming year. The registration forms for the 2001 Summer Reading Program and Public Library Quiz Bowl Workshops will be among the materials included.
- There is now a "Quick Link" at the top of the State Library's home page to the Youth Services Web Page. The Youth Services Web Page <<http://statelibrary.dcr.state.nc.us/ld/youth/youth.htm>> contains a calendar of events of Youth Services related activities and events, Summer Reading and Quiz Bowl information, and other resources for librarians.

Ron Jones is the State Library Consultant coordinating these projects.

Number of attendees at State Library-sponsored Youth Services Activities 1999-2000: 120,740

Center for the Book



The big news from the North Carolina Center for the Book is that now you can READ ALL ABOUT IT at the Center's new web pages: <<http://statelibrary.dcr.state.nc.us/ld/nccftb/cftb.htm>> Find out what's happening now, what's coming up, who's doing what, and where they're doing it!

The Center for the Book continues to engage the minds of North Carolinians by:

- Sponsoring more than 40 series of programs in communities across North Carolina this fall—reading and discussions for adults (*Let's Talk About It*) and young adults (*Read & Respond*), poetry programs, public policy reading/discussion programs (*Choices for the 21st Century*), and World War II documentary film discussions.
- Hosting *The Mother Goose Asks "Why?"* programs in western North Carolina for the second year of this three-year project. Mother Goose programs targeting disadvantaged parents are developing into excellent collaborative projects for public libraries and Family Resource Centers (Division of Child Development, NC Department of Health and Human Services). The North Carolina Museum of Natural Sciences continues as our primary partner for this project. Coming soon—*You Can Count on Mother Goose*, literature-based programs for parents of children ages 3-7 featuring books, conversation and math activities.
- Presenting *Fast Forward: Science, Technology, and the Communication Revolution*, a new film/reading/discussion series that will be available this winter. Programs in this series focus on the rapid introduction of new communication technologies in the 20th century (the automobile, movies, radio, television, and the Internet) and on the astonishing impact that technological innovations have had on our work and home lives.
- Bringing a new national initiative, the *Millennium Project for Public Libraries*, to North Carolina. This project helps public libraries enrich their core collections of American literature and history and offers programs to enhance the public's appreciation of great American writing. The 800 libraries chosen to participate in the Millennium Project will receive a 50-volume set of *The Library of America* along with programming aids designed by the American Library Association. Eligible libraries include small, rural, suburban, and urban branch libraries that normally would not be able to afford *The Library of America* volumes or to carry out community program-

ming featuring *The Library of America* volumes. Details and application forms are available at <<http://www.neh.gov/millenniumlibraries/>>.

- Helping North Carolina's libraries apply for *Let's Talk About It* grants from the ALA Public Programs Office. Grants support honoraria for local scholars and program and promotion costs. The deadline for applications is September 8, 2000. Three new themes have been developed this year:

~~ *End of the World or World Without End: Readings for the Millennium*

~~ *Long Gone: The Literature and Culture of African American Migration*

~~ *One Vision, Many Voices: Latino Literature in the U.S.*

And one theme has been revised:

~~ *Not For Children Only: Classic Children's Literature for Adults*

Details (including book titles) and grant application forms are available at <<http://www.ala.org/publicprograms/letstalk/general.html>>.

Frannie Ashburn is Director of the North Carolina Center for the Book.

Numbers of North Carolinians who met at their local libraries to think and discuss literature and the world around them during 1999-2000 Center For the Book sponsored activities: 3,334

MyLibrary@ Project

This is the first year of a two-year project to help libraries offer customized web pages to help patrons meet their personal information needs. Currently, the technical skills required to develop customization are unavailable to all but the largest libraries. The State Library will be working with North Carolina State University Libraries to

- rework the existing *MyLibrary@* software program;
- develop documentation;
- create an implementation process to make the *MyLibrary@* web interface available to libraries with limited technical expertise and resources.

Assistant State Librarian Robert Burgin is coordinating this project.

Hispanic Services Project

Now in its second year, this LSTA-funded program recently awarded 12 grants to help public libraries in 22 counties conduct appropriate needs assessment activities in their Hispanic and Latino communities. This planning should help libraries better develop their outreach to this quickly expanding community.

Assistant State Librarian Robert Burgin is coordinating this project.

Number of Hispanic and Latino individuals these assessment projects will reach: 36,000 (treinta y seis mil)

Master Trainer Program

The State Library is now accepting applications for the Master Trainer Program, winner of SOLINET's Outstanding Library Program award for 1999-2000. Recruitment for the Master Trainer class of 2000-2001 will target participants from community colleges, independent colleges and universities, and public libraries. Individuals with specific responsibility for training co-workers in the use of new technologies are especially encouraged to apply. Through the Master Trainer Program, the State Library assists libraries in:

- keeping pace with ongoing staff training needs in technology by increasing library staff skills in planning and presenting effective internal training programs with a focus on technology;
- preparing their employees, and in turn their library users, to use changing technology effectively.

Elaine Christian is the State Library Consultant coordinating this project.

Number of toys with the cow mascot collected by the 28 Master Trainers:

276

E-Rate

The Schools and Libraries Division (SLD) of the Universal Service Administrative Company (USAC) provides affordable access to telecommunications services for all eligible schools and public libraries in the United States. Funded at up to \$2.25 billion annually, the Program provides discounts on telecommunications services, Internet access, and internal connections. The State Library coordinates this program for North Carolina's libraries.

Year Three (July 2000 - June 2001)

- Waves of Funding Commitment Decision Letters will continue for several more weeks.
- Funds will be available for all priority one requests received within the filing window: telecommunications services and Internet access.
- Support for internal connections, the second priority, will be available for only the very neediest applicants, those eligible for discounts greater than 81%.
- 46 NC Public Libraries have received funding commitments so far for Year Three.

Start planning now to submit your e-rate application for Year Four (July 2001 - June 2002). The application window will open later this fall.

Timothy Owens and Grant Pair are the State Library consultants working with this program.

Number of dollars NC libraries received in funding commitments for Year Three: **over \$1.7 million**

Library for the Blind and Physically Handicapped

The Library for the Blind and Physically Handicapped continues to serve its special population from across the state (and in a great many cases from outside the state, as well). Now LBPH is simply doing it faster.

- *Turnaround service to patrons has been cut from one month to 2-4 days*, thanks to a new computer system and an increased use of an automated book assignment.
- LBPH's online public access catalog is in testing phase at this time and should be available to the public by end of calendar year 2000.

Francine Martin is Head of the Library for the Blind and Physically Handicapped.

Access to State Government Information

The State Library is working on innovative strategies for providing access to state government information in a variety of formats through North Carolina's depository libraries, directly to state employees and other individuals, and in cooperation with systems being developed in other states. To accomplish this goal, the State Library:

- Developed FIND NC <<http://www.findnc.org>>, an electronic gateway to state government information, indexing electronic publications found on state government web sites, and providing separate index access to State Government Databases and Data Elements.
- Provided more than 7,500 publications to the people of North Carolina last year, through the state's 28 designated depository libraries.
- Is studying the implications and approaches needed to deal with the increase in the publication of state information in electronic format, and is in the process of developing plans to deal with the collection, access methodology, archiving, and preservation of electronic information.
- Is working through the State GILS Network to develop a state government information system that is compatible and interoperable with systems in other states, and that will be in compliance with developing international standards — in order to ensure future resource sharing capabilities.

Duane Bogenschneider is Head of the State Library's Documents Branch.

Number of electronic documents made available to North Carolina citizens via FIND NC: **Over 40,000**

Library Services to State Employees

As part of the State Library's customer service initiative, staff in the Information Service and Resource Sharing branches are working on improving services to state employees. Recently State Library staff interviewed a sample of state employees who use the State Library, to learn what obstacles hinder their obtaining answers to work-related questions and what changes the State Library could make to help them in their jobs. These interviews yielded excellent ideas for making improvements. Many of the respondents suggested more information on the

State Library's collections and services as well as orientations and training opportunities. As a result of these suggestions, library staff are working on several information sheets to distribute in print and on the Web. These products include:

- Maps of all library collections and service points.
- An updated, easy-to-read, and prominently displayed guide to current newspapers.
- Quick guide to the state documents classification system.
- Brochure detailing services and resources for state employees.
- Spotlight on State Library collections as part of our web site.

In addition, staff will be developing an orientation program to the State Library and an NC LIVE training module for state employees.

Denise Sigmon is Chief of Library Services.

Genealogical Services

Interest in genealogy continues to be strong, and Genealogical Services continues to provide a high level of service to researchers trying to track down their often elusive ancestors. Attendance in 1999/2000 was 13,594, an increase of 17% over 1998/1999. In looking at the attendance register for the first two weeks of August 2000, visitors truly came from around the United States and the world: North Carolina, Tennessee, Texas, Florida, Virginia, Massachusetts, Mississippi, Illinois, Georgia, Maryland, California, South Carolina, Louisiana, Missouri, Nebraska, Washington, Alabama, New York, Kansas, Kentucky, Michigan, Ohio, New Jersey, Oklahoma, Canada, and New Zealand.

Staff in Technical Services, Resource Sharing and Genealogical Services also worked together to improve statewide access to microfilmed records of special interest to North Carolina's family historians. Included in these records are the core collection of North Carolina County records, North Carolina census records, and some North Carolina newspapers. The State Library is:

- Developing a web document describing the policies and procedures to be used in requesting these materials via Interlibrary loan.
- Adding reel-by-reel descriptions of its microfilm holdings to the Dynix online catalog.
- Speeding up its microfilm loan processing system.

Pam Toms is the State Library's Genealogical Services Librarian.

*Approximate total distance traveled to the State Library by all genealogy registrants for the first week of August 2000: **54,750 miles (more than twice around the world).***

State Library Personnel Update

On August 15, the Office of State Personnel granted the State Library a "site differential" adjustment for the majority of its professional library positions. That action will allow the State Library to adjust the majority of its professional library position's salaries upward by 10%, or two salary grades, as the first step in resolving recruitment and retention problems. The Department of Cultural Resources is requesting salary adjustment funds to provide the cash to adjust all the current professional librarian positions, with the exception of the State Librarian and two Assistant State Librarian positions.

On the same day, OSP also granted the State Library permission to initiate a reclassification study for professional library positions in state agencies other than the University of North Carolina system. This action should provide a more current, competitive classification and pay plan for librarians in state government. The State Library employs the majority of the professional librarians in state government outside of the university system.

Here are updates on State Library staffing:

- The State Library will begin a national recruitment for the Chief, Library Development Section, this fall. Until then, Julie Nye has graciously agreed to continue as Acting Chief.
- Ron Jones has announced his plans to retire as Library Development Consultant for Youth Services in December 2000.
- Kevin Cherry, formerly local history librarian at Rowan County Public Library, joined the State Library staff in June as Library Development Consultant for Access to Special Collections. Kevin has two Masters degrees—one in library and information science and the other in history—from the University of North Carolina at Chapel Hill. For more about Kevin's work, see page 2 of the update.
- Grant Pair is working at the State Library in a position created in collaboration with the State's Information Technology Services (ITS). A Computing Consultant IV, Grant works in Robert Burgin's Information Technology Branch. His responsibilities include consulting on telecommunications and connectivity issues, including the Gates Grant activities, as well as serving as a liaison to ITS for public library issues. Grant's library degree is from the University of Alabama, and he has worked at the North Carolina Community College System, Florida State University, and the University of Alabama as well as in private industry.

